

## ✓ What is it?

- Behavior pilot for commercial customers
  - Determine if energy information and behavior recommendations can change energy usage
  - Target customers 100 to 1,000 kW ( have interval energy data)
    - o Retail trade, offices, lodging, restaurants, food and beverage stores, houses of worship to name a few

## ✓ Approach

- 3,000 control and 3,000 treatment
- Introductory letter/brochure
  - Encourage treatment customers to visit website, register, then use the information
- Customizer monthly energy reports
  - Sent to all treatment customers as a nudge and encourage website registration
- 1-year pilot
  - launched on October 8, 2012



## Here is your monthly analysis report

Compared to Last Year	Compared to Similar Businesses
<p><b>You Used Less!</b> You saved <b>\$127.</b></p>	<p><b>They Performed Better</b> You used <b>3% more</b> electricity. Similar businesses used <b>3% less.</b></p>

Top Analysis and Recommendation

**Off-Hour Analysis**

You used more than similar businesses during unoccupied hours. Reduce energy use during unoccupied hours and save up to \$1200 over the next year.

**40%**

Turn off computers & monitors  
Turn off computers & monitors when not in use.

**There's More You Can Do!**

**Returning User**  
Visit [ComEd.agent@energy.com](http://ComEd.agent@energy.com) and "Login" to find even more great tips and recommendations to reduce your electricity usage.

**Become a New User or Add Co-Workers**  
Visit [ComEd.agent@energy.com](http://ComEd.agent@energy.com) and click "Register". You'll need your e-mail address, account number and account ZIP code to register your account. And while you're at it, encourage your co-workers to join you! As a team, you can accomplish even greater energy savings.

ComEd. powering lives

AKTA Web Studio

Dashboard | Recommend | Analysis | Energy Data | Assistance | Settings

Kevin Lersch

Providing more company info will help us give you better data and more accurate recommendations. [Give more info.](#)

**My Current Usage** [View Your Energy Data >](#)

**Keep Improving!**  
Your usage increased **MORE.**  
Last month you used 3% more and similar businesses used 2% less.

Comparing Your Usage **Usage Compared to Others**

**My Annual Usage** [View Your Energy Data >](#)

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Apr

**You have the power to take charge of your energy usage and lower your monthly energy bill!**

Click below to get started digging in and following our recommendations for easy ways to reduce your energy.

[Start Reducing Now! >](#)

Expand Pilot to include smaller commercial customer's with monthly data

## Interval Data Customers

- ✓ Allows more detailed consumption analysis and more specific recommendations
- ✓ Population of potential accounts is about 10 to 15K

## Monthly Data Customers

- ✓ Data is limited to monthly energy and demand consumption limiting the analysis to general changes, no shut down analysis.
- ✓ Population is 10 times the size so there is similar savings potential